

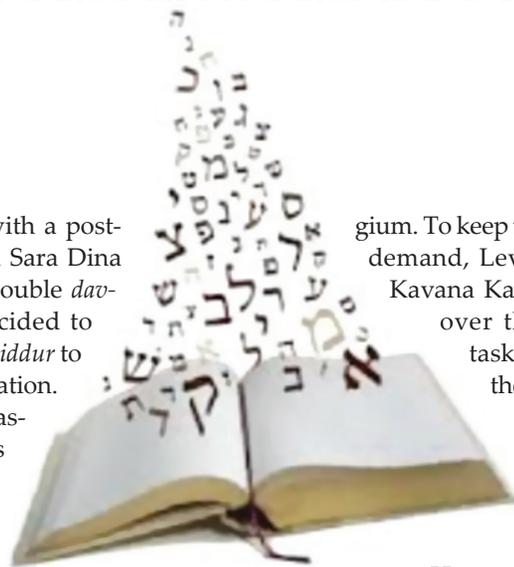
# FEATURE

## The Kavana Kard Project

It all started with a post-it note. When Sara Dina Levine had trouble *davening*, she decided to stick a note in her *siddur* to aid in her concentration. The note said, “Master of all. Always was, is, and will be,” words that one is halachically required to think when reciting the names of G-d. When it succeeded in strengthening her focus, she began to think about others who could benefit from such a device. Sitting in front of her computer, Levine designed a basic card with the same message and then headed off to a printing place to create a thousand of what she decided to name *Kavana Kards*.

Levine started handing out her cards to anyone and everyone she could and met with great success. She began to design a variety of new cards, each with the purpose of preparing the heart and mind to speak to G-d.

Since its formation two years ago, the Kavana Kard Project has distributed over sixty-five thousand cards in four different languages. The cards can be found all over the world, in places like the United States, Israel, South Africa, Australia and Bel-



gium. To keep up with the growing demand, Levine has appointed Kavana Kard ambassadors all over the world who are tasked with circulating the cards.

Printing the cards is expensive and most of the cost comes out of Levine’s pocket. However, she doesn’t fret; she simply says: “If I have to pay for it, then Hashem has to send me the money. This is His project, He has to pay for it.”

Levine’s can-do attitude has helped her learn about graphic design and how to create her own website: [www.kavanahkards.com](http://www.kavanahkards.com). “Kavana Kards has made me become a very techy savta,” she jokes.

Now schools all over the world have requested the cards, which simply delights Levine, who wants to get her message across. “It’s so important that children should learn to *daven* the right way from the beginning and not have to change the way they’ve been doing it after twenty years,” she remarks.

Levine believes the Kavana Kard Project will continue to be successful as people are always looking for ways to connect more with their Creator.

## Olam In the Spotlight

BY TZIPORA BAITCH

בס"ד

ברוך  
*Perfect and Complete.*  
*The source of all blessings; Thank You for all that You give us/me*

אתה  
*Directly to Hashem; personal relationship*

יה-וה  
**Master of all; always was, always is, always will be.**  
*Middah: Rachamim/Mercy*

א-להינו  
**All Powerful, All Capable, All Mighty.**  
*Powerful Master Who monitors and oversees each and every one of us on a personal basis*

א-ל <b>G-d</b> <i>Middah: Complete rachamim/mercy</i>	מלך העולם <b>KING of the universe</b>	א-ל <b>G-d</b> <i>Middah: Complete rachamim/mercy</i>
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א-ל  
**Master of all**

בס"ד

א-להינו <b>All Powerful, All Capable, All Mighty</b> <i>Who monitors and oversees each and every one of us on a personal basis.</i> מלך העולם <b>KING of the universe</b>	יה-וה <b>Master of all. Always was, is and will be.</b> <i>Middah: Rachamim/Mercy</i> א-ל <b>G-D</b> <i>Middah: Complete rachamim/mercy</i>	ברוך <i>Perfect, complete.</i> <i>The source of all blessing. Thank You for all that You give us/me.</i> אתה <i>Directly to Hashem. Personal connection.</i>
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>> Larger words in bold letters are required to think. Smaller words are deeper meanings to inspire you. <<  
 Look at the meanings on this card before saying the words to prepare your heart and mind to speak them.  
 Use it in your siddur beneath the lines as you are reading.

**דע לפני מי אתה עומד**  
**Know before Whom you stand**  
 As you increase your connection to Hashem through greater kavanah,  
 May Hashem increase His loving attention to your prayers.

May this card be a zechus for Pinchas ben Blima Rechel & Maryam Pesel bas Silka for bracha v'hatzlacha and arichas yamim.  
 L'ilul Nishmas Avrohom Chaim Shimshon ben Yitzchok Leib a"t

- Get your Kavana Kards by calling these ambassadors:
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| <b>NEW YORK</b><br><b>Boro Park</b><br>Rivkie Klein, 718-438-4772, 347-397-5075<br>Fraidy K, 718-436-4624<br><b>Flatbush</b><br>Chaya Stein, 917-848-5842<br>Dina Sara Levine, 917-309-4942<br>Chez Madlyn Salon, 805 Kings Highway<br>505 Avenue C, Box in entrance hall on windowsill<br><b>Williamsburg</b><br>Shavy Hirsch, 718-388-9455<br><b>Far Rockaway</b><br>Rachel Polter, 347-886-5934<br><b>Flushing</b><br>Tova Rosenfeld, 917-384-5708<br><b>Monsey</b><br>Horton: Rochel Friedman, 646-322-7224<br>Forshay: Susie Gramma, 914-523-8946<br>Spring Valley: Rochel Messinger, 845-426-0023, Cell: 845-300-1966- if no answer, text "kavanah kards" | <b>OHIO</b><br><b>Cincinnati</b><br>Julie Meyers, 513-325-9633<br><b>Cleveland</b><br>Basya Labinsky, 216-297-1851<br>Chocolate Emporium,<br>4226 Mayfield Road, 216-554-7763<br><b>PENNSYLVANIA</b><br><b>Philadelphia</b><br>Shaina Smulowitz, 347-374-2858<br><b>Scranton</b><br>Leah Gans, 203-574-3395<br><b>ARIZONA</b><br><b>Scottsdale</b><br>Robin Meyerson, 602-469-1606<br><b>CALIFORNIA</b><br><b>Los Angeles</b><br>Tikvah Mentor, 310-666-3697<br><b>COLORADO</b><br><b>Denver</b><br>Rachel Mishory, 303-534-3856,<br>404-942-1542-Cell<br><b>FLORIDA</b><br><b>Miami</b><br>Avigayil Shaffren, 305-319-0295<br><b>GEORGIA</b><br><b>Atlanta</b><br>Blimie Lindenblatt, 404-803-8268<br><b>ILLINOIS</b><br><b>Chicago</b><br>Cheryl Leon, 773-274-2858 | <b>MARYLAND</b><br><b>Baltimore</b><br>Sara Helman, 410-415-5380<br>Danielle Sarah Storch, 410-963-5675<br><b>MICHIGAN</b><br><b>Detroit</b><br>Ita Leah Cohen, 248-225-4626<br><b>Oak Park</b><br>Liba Polter, libapolter@gmail.com<br><b>NEW JERSEY</b><br><b>Long Branch/Deal</b><br>Estelle Dushey, estelledushey@gmail.com<br><b>Lakewood</b><br>Hindy Kuperwasser, 732-942-1232, please call after 3 pm<br>Ita Farkas, 732-300-6557, please call after 2 pm<br>Esti Adams, 732-370-6887<br><b>Passaic</b><br>Mimi Mark, 973-473-7966<br><b>Bergenfield</b><br>Lisa Green, 201-927-5259, evenings<br><b>Teaneck</b><br>Debbie Rosalimsky, 201-362-1123<br><b>WASHINGTON</b><br><b>Seattle</b><br>Laurie Young, 206-230-8885 |
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~ Please note: These images are not shaimos, however, one should dispose of the page respectfully. ~